FSC-28-B

ROU Brief - 2/11/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

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Discontinued Status of Illuminated APDs

(Contacts: Butch Oringderff, #7463, Jasper Spencer, #4072)

- Effective immediately, the following illuminated APD's will be discontinued upon depletion of inventory. APD 1, 2, 3, 4 Illuminated (Item #'s 526724, 526733, 526745, 526754).
  - This decision was first communicated in FSC-190-B dated 12/17/97
  - All chains that have used illuminated APD's must consider using a Non-Illuminated APD for future needs.
  - Any present or future needs of Illuminated APD's must be communicated to your Sales Area National Trade Marketing Manager by Friday, **February 27, 1998**. Requests will be filled on an exception basis only. NTMM's are:

    NESA, Jim Perry, #4360
    SSA, Pat O'Mara, #7161
    MWSA, Bill Duffy, #5776
    WSA, Rich Pettorini, #1052

WINSTON 7-11 Clock Transparency

(Contact: Lori O'Connor, #3019)

- WINSTON 7-11 Clock Transparency, Item #540863 (1/SKU) is available for order.
- WINSTON Transparency needs to be replaced in all 7-11 Clocks as the current advertising contains the word "new."

April SALEM Tear Tape 3019

(Contact: Lori O'Connor, ~~#3100~~)

- Clarification points Re: April SALEM Tear Tape Program 800438, Re: FSC-11-B:
  - Product will be automatically transferred to direct account level based on the Stub report data on 2/28/98.
  - Quantities for accounts with no wholesaler number will not be available for April promotion due to auto transfer.
  - Accounts not participating in the promotion must be changed to reflect zero in the quantity section. If calls are not zeroed out, the direct accounts will have excess product.
  - Calls with less than 5 pack needs were rounded down to zero in Stub.
  - MSA reporting - SAL 98 .30/1 PK, (change from FSC-11-B) .
  - May through December details will be included in workplan packet.

WINSTON Box Program Extension

(Contact: Lori O'Connor, #3019)

- WINSTON Box Distribution Program, (Re: FSC-167-B), has been extended through 4/3/98. The following reporting codes are available through 4/3/98:

Description	Units	Pmt
WIN BOX PREBOOK	Variable	$1/Unit
WIN SEMIPERM DPL	1	$10

Need Display UPC # 541964

Coupon Return Procedure Updates

(Contact: Linda Haynes, #2234)

Returning Expired Coupons:

- ROU offices should collect all expired preprinted coupons. (Any coupon that has expired or is to expire within three months is considered an "expired" coupon.)
- Coupons should be accumulated to a minimum of 50 lbs. (total pkgs) and shipped via Yellow Freight with third party billing to RJRT.
- Any small remaining shipments under 50 lbs. (total weight of all boxes) to be shipped Airborne-Second Day. (Use of this shipping method should be minimized due to the expense. Use "printed matter" as the freight description when completing the bill of lading for shipments.
- Coupons are not to be returned via UPS.
- ROU should call Dennis Jacobs (ext. 1760) for return tracking number and provide the exact number of boxes being returned.
- Each package should be carefully sealed, marked with return tracking number, and be numbered as follows: 1 of 5, 2 of 5, etc.
- Returns are to be shipped to: RJRT c/o GATX Logistics, Rt. 4, Baltimore Road, Advance, NC, 27006, Atten: Katie Young. Please ensure that you include the "ship from" address.
- Upon receipt of expired coupons at GATX, a verification count for the number of cases will be made and matched with the assigned return tracking number to confirm the receipt.

Returning Active Coupons:

- ROU call Geraldine Nicks (ext. 3328) for return authorization number.
- Only full rolls/SKUs of active (unexpired) coupons can be returned.
- Each case returned must be marked with the assigned R/A number, carefully sealed, and shipped via Yellow Freight to same address as listed above.

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